R J Reynolds
Tobacco Company

G. N. Kuruc, Jr.
400 Raritan Center Parkway
Raritan Center
Edison, NJ 08837
Phone 732-225-4774
Fax 732-417-9076

July 22, 1998

Dear Shop Rite Member:

I would like to make you aware of Two Programs that R. J. Reynolds will be implementing to build you cigarette business during the balance of 1998. Listed below are details:

- Beginning in August and throughout September store(s) will be able to order all Brand Styles of WINSTON, SALEM and DORAL with pre applied coupons to cartons:
  - Winston $ 2.50
  - Salem $ 3.00
  - Doral $ 2.50

The State of New Jersey recently sent a letter to all Retailers stating that only Manufacturer's Coupons could take the retail price of cigarettes below state minimum. Shop Rite will be the only store group to have these warehouse applied coupons.

Warheouse Coupon availability dates for the 4th Quarter will be announced in August.

- In the very near future Shop Rite's own cigarette brand WORTH will be reduced in price. This price reduction (from RJR) will bring about a new state minimum price on WORTH, and enable your store(s) to have one of the lowest priced cigarette brands in your marketplace. Timing and new pricing will be announced by Wakefern.

51853 4986

Source: https://www.industrydocuments.ucsf.edu/docs/lrkn0000

I'm sure that you will agree that both of these Programs will help to enhance the Cigarette Category in Shop Rite during the balance of 1998.

I have attached a flyer for use in notifying your stores regarding the WINSTON, SALEM, DORAL Coupon Program.

Please call me if you have any questions.

Nick Kuruc

51853 4987

Source: https://www.industrydocuments.ucsf.edu/docs/lrkn0000